



Innovation Day 2018

22 November 2018 – LONDON

Embracing innovation
and technology for the
future workforce





The mobile, flexible workforce and the end of the traditional employee

'The future of work'

The future of work

What is a
modern, mobile,
flexible
workforce?

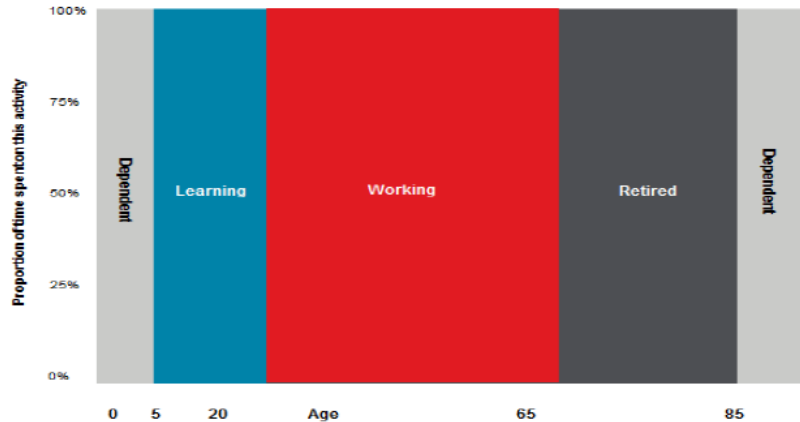
Innovation in
benefits and
reward

Data & tech –
chicken or egg?

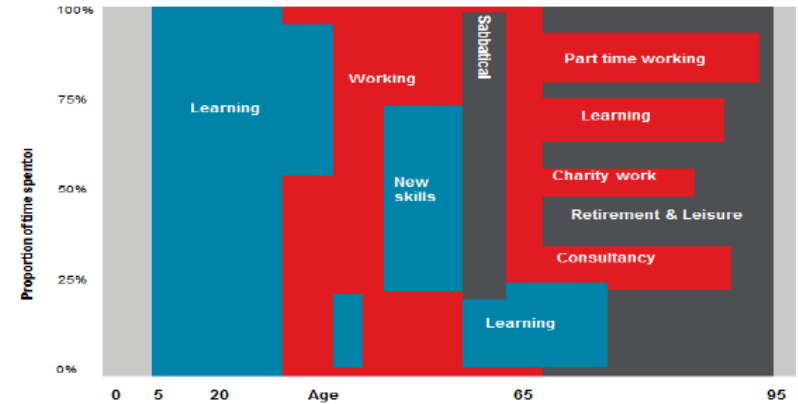
The data shows: the world of work is changing

Mega trend: macro working lifecycle

Move away from linear and sequential...

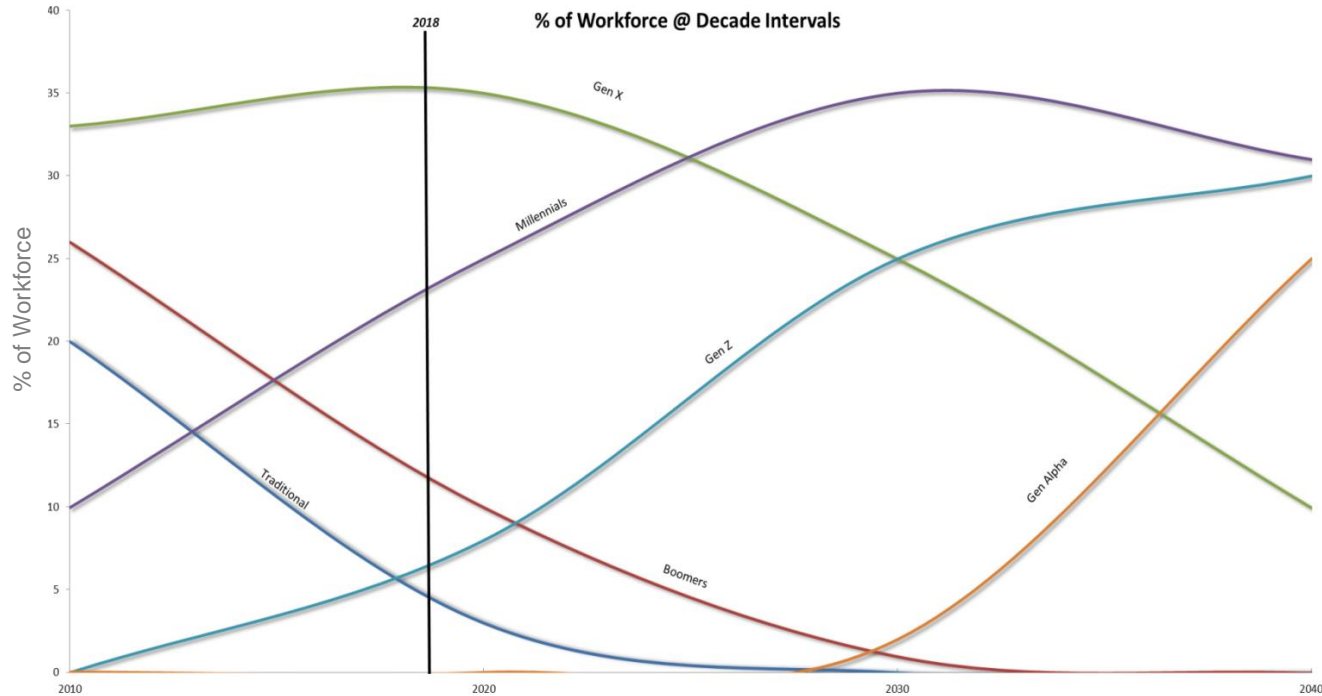


...to mosaic and parallel



This is driving the demand for employee flexibility

The data shows: the world of work is changing



Traditional	1925-1944
Boomers	1945-1953
Generation X	1954-1980
Millennials	1981-1996
Generation Y	1997-2009
Generation Alpha	2010-2025

The changing shape of the workforce affects us all

Live the future, today...

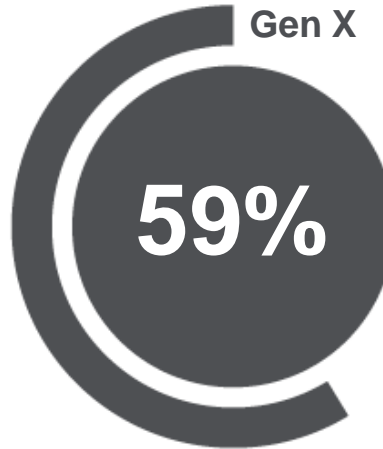
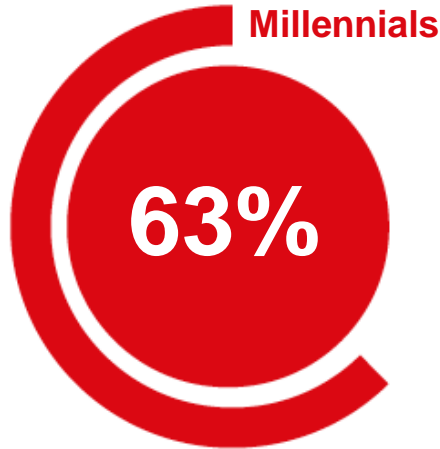
Uber

deliveroo

Amazon

The changing shape of the workforce affects us all

Willingness to work for on-demand employment opportunities



Source: Addison Group 2016 Workplace Survey Results, Edelman Intelligence

Ways to engage in a fast-changing digital world

Mega trend: macro working lifecycle

Insight

- **AGE:** assumptions on life stages
- **RELEVANCE:** of 'old ways' to reward & motivate
- **TIMING:** annual benefits in work hours may be 'out of touch'

Action

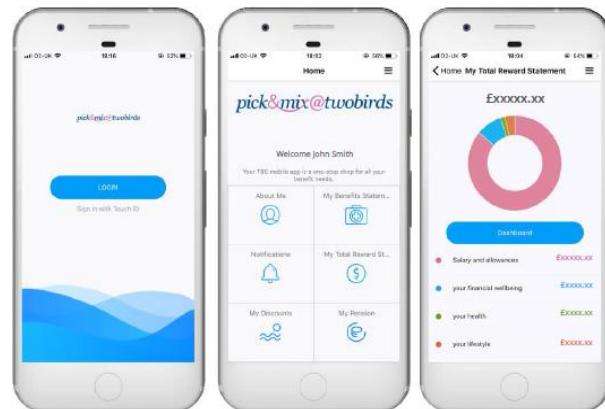
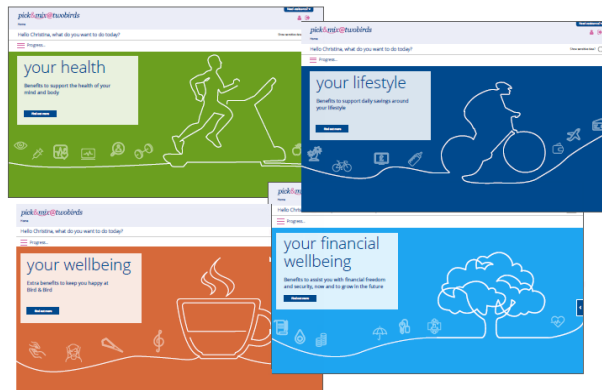
- **SURVEY EMPLOYEES:** data from them
- **TARGETED COMMS:** based on data triggers
- **ATTITUDINAL SEGMENTATION:** intuitive employee interactions
- **REVIEW BENEFITS:** introduce new ones e.g. sabbatical
- **TECH TO LEAD:** personalise and speed up decision making

Impact:
Improved
employee
engagement

Harmonisation
of all benefits
& wellbeing

Personalised
tech &
modern user
experience

Ongoing
automated
engagement
through tech



“We can’t solve problems by using the same kind of thinking we used when we created them.” – Albert Einstein